GOVERNMENT OF INDIA
DEFENCE
LOK SABHA

UNSTARRED QUESTION NO:5761
ANSWERED ON:17.05.2007
LAUNCHING OF OPERATION KHOJ BY IAF
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Will the Minister of DEFENCE be pleased to state:

(a) whether the Indian Air Force has launched 'Operation Khoj' recently as reported in the 'Hindustan Times' dated April 26, 2007;

(b) if so, the facts thereof; and

(c) the other steps taken by the Government to attract youth in the defence services?

Answer

MINISTER OF DEFENCE (SHRI A.K. ANTONY)

(a)&(b): 'Operation Khoj' is an interactive game hoisted on the web page of the IAF, since June 2001. It is an interesting treasure hunt game to educate the young online visitors about the challenging life in the Indian Air Force. It was also to showcase a professionally managed, motivated and challenging organization to the youth and to attract them to opt for a career in the IAF. The effort is also to counter the economically aggressive private companies/MNCs which were weaning away the best talent towards them.

(c) The Armed Forces have undertaken sustained image projection and publicity campaign to create awareness among the youth on the advantages of taking up a challenging and satisfying career. Candidate − friendly recruitment procedures to attract more number of candidates and focused publicity drive in various institutions to attract potential candidates have been undertaken. Awareness campaigns, participation in career fairs and exhibitions, advertisements in print and electronic media, motivation lectures in school, colleges are also some of the other measures in this direction.